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generating data of a provision image that is reusable by inlaying an advertisement image into a template image into which a user image is inlaid and a providing-side transmitting device for transmitting the provision image data via a network. A data acquisition apparatus has an acquiring-side receiving device for receiving the provision image data via the network, a transmission image data generating device for generating data of a transmission image for displaying the provision image onto a display device, inlaying the user image into the template image of the provision image, and displaying the user image with the template image in preference to the advertisement image until the user image is detached from the template image, and a acquiring-side transmitting device for transmitting the transmission image data to a destination.--

IN THE CLAIMS

Please amend claims 1, 3, 5, 8-9, 11-13, 15, 17, 19-20, 22-23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 47, 49, 51, 53, 57 and 61 by rewriting same to read as follows:

--1. (Amended) A data providing system, comprising:  
a data providing apparatus, having:

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provision image data generating means for generating provision image data of a provision image that is reusable by inlaying a predetermined advertisement image into a predetermined template image into which a predetermined user image can be inlaid as superimposed upon said predetermined

advertisement image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus, having:

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

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--3. (Amended) A data providing apparatus, comprising:

provision image data generating means for generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, and for

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displaying said predetermined user image in preference to said predetermined advertisement image when a predetermined acquiring-side inlays said predetermined user image into said template image as superimposed upon said predetermined advertisement image; and

providing-side transmission means for transmitting said provision image data via a network.

--5. (Amended) A data acquisition apparatus, comprising:  
acquiring-side receiving means for receiving provision image data of an provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, said provision image data being received from a predetermined data providing apparatus via a network;

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transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said

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transmission image data to a predetermined destination via  
said network.

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--8. (Amended) A data providing method, comprising the  
steps of:

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generating provision image data of a provision image for  
inlaying a predetermined advertisement image into a template  
image in which a predetermined user image can be inlaid as  
superimposed upon said predetermined advertisement image, and  
displaying said predetermined user image in preference to said  
predetermined advertisement image when a predetermined  
acquiring-side inlays said predetermined user image into said  
template image as superimposed upon said predetermined  
advertisement image; and

transmitting said provision image data via a network.

--9. (Amended) A data acquisition method, comprising the  
steps of:

receiving provision image data of an provision image in  
which a predetermined advertisement image is inlaid into a  
template image into which a predetermined user image can be  
inlaid as superimposed upon said predetermined advertisement  
image, said provision image data being received from a  
predetermined data providing apparatus via a network;

generating transmission image data of a transmission  
image for displaying said provision image based on said  
provision image data onto predetermined display means,

inlaying said predetermined user image as superimposed upon  
 said predetermined advertisement image into said template  
 image of said provision image, and displaying said  
 predetermined user image together with said template image in  
 preference to said predetermined advertisement image until  
 said predetermined user image is detached from said template  
 image; and

transmitting said transmission image data to a  
 predetermined destination via said network.

--11. (Amended) A program storage medium storing a  
 computer-readable program that is executed by a data providing  
 apparatus, said program comprising the steps of:

generating provision image data of a provision image for  
 inlaying a predetermined advertisement image into a template  
 image in which a predetermined user image can be inlaid as  
 superimposed upon said predetermined advertisement image, and  
 displaying said predetermined user image in preference to said  
 predetermined advertisement image when a predetermined  
 acquiring-side inlays said predetermined user image into said  
 template image as superimposed upon said predetermined  
 advertisement image; and

transmitting said provision image data via a network.

--12. (Amended) A program storage medium storing a  
 computer-readable program that is executed by a data  
 acquisition apparatus, said program comprising the steps of:

receiving provision image data of a provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, said provision image data being received from a predetermined data providing apparatus via a network;

generating transmission image data of a transmission image for displaying said provision image provided based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

transmitting said transmission image data to a predetermined destination via said network.

--13. (Amended) A data providing system, comprising:  
a data providing apparatus, having:

associating means for issuing an identifier to each of a template image in which a predetermined user image can be superimposed upon a predetermined inlay image and said inlay image to associate them with each other;

provision image data generating means for generating provision image data of an provision image that is reusable by

inlaying said predetermined inlay image into said associated template image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus, having:

transmitting-side receiving means for receiving said provision image from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data of a transmission image for inlaying said predetermined user image as superimposed upon said predetermined inlay image into said template image of said provision image based on said provision image data, and displaying said predetermined user image in preference to said predetermined inlay image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

--15. (Amended) A data providing apparatus, comprising: associating means for issuing an identifier to each of a template image in which a predetermined user image can be inlaid as superimposed upon a predetermined inlay image and said inlay image to associate them with each other;

provision image data generating means for generating provision image data of a reusable provision image for

generating a transmission image that displays said user image in preference to said inlay image until said predetermined user image is detached from said template image when said user image is inlaid into said template image as superimposed upon said inlay image on a providing side by inlaying said inlay image into said associated template image; and

providing-side transmitting means for transmitting said provision image data to said providing side via a network.

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--17. (Amended) A data acquisition apparatus, comprising:

acquiring-side receiving means for receiving provision image data of a reusable provision image generated by inlaying a predetermined inlay image into a predetermined template image associated with an issued identifier, said provision image data being received from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data of a transmission image for inlaying a predetermined user image as superimposed upon said inlay image into said template image of said provision image based on said provision image data, and displaying said predetermined user image in preference to said predetermined inlay image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via



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said network.

--19. (Amended) A data providing system, comprising:

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a data providing apparatus, having:

associating means for issuing an identifier to each of at least one template image in which a predetermined user image can be inlaid into a predetermined advertisement image as superimposed upon said predetermined advertisement image and to said at least one predetermined advertisement image to associate said at least one template image with said one predetermined advertisement image;

storage means for storing into a predetermined recording medium said at least one template image and said at least one predetermined advertisement image along with said identifiers thereof;

provision image data generating means for generating provision image data added with said identifier corresponding to a reusable provision image in which said predetermined advertisement image is inlaid in said associated template image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus, having:

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for generating

transmission image data by inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image based on said provision image data, and adding said identifier to said provision image that displays said predetermined user image in preference to said predetermined advertisement image until said predetermined user image is detached for reuse from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination from said network via said data providing apparatus,

wherein said data providing apparatus extracts said identifier from said transmission image data to be transmitted from said data acquisition apparatus via said network through said provision image data generating means, retrieves a new associated advertisement image from said storage means on the basis of said extracted identifier, and updates said provision image used for generating said transmission image data based on said retrieved advertisement image.

--20. (Amended) A data providing apparatus, comprising:  
associating means for issuing an identifier to each of at least one template image in which a predetermined user image can be inlaid into a predetermined advertisement image as superimposed on said predetermined advertisement image and to said at least one predetermined advertisement image to associate said at least one template image with said at least

one predetermined advertisement image;

storage means for storing into a predetermined recording medium said at least one template image and said at least one predetermined advertisement image along with said respective identifiers thereof;

provision image data generating means for generating provision image data added with said at least one identifier corresponding to a reusable provision image in which said predetermined advertisement image is inlaid in said associated template image; and

providing-side transmitting means for transmitting said provision image data via a network; and

providing-side receiving means for receiving transmission image data generated by adding said received identifier to said provision image for inlaying said user image into said template image of said provision image as superimposed upon said advertisement image based on said provision image data halfway in a transmission from a data acquiring apparatus to a predetermined destination via said network as a result of said transmission of said provision image data to said data acquiring apparatus and displaying said user image in preference to said advertisement image until said user image is detached from said template image for reuse,

wherein said provision image data generating means extracts said identifier from said transmission image data and reads a new associated advertisement image from said storage means based on said extracted identifier, by use of the

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retrieved new advertisement image updates said provision image used for generating said transmission image data, and said providing-side transmitting means transmits said transmission image data generated by updating said provision image to said predetermined destination via said network.

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--22. (Amended) A data acquiring apparatus, comprising:  
acquiring-side receiving means for receiving provision image data generated by adding an identifier corresponding to a reusable provision image generated by inlaying an advertisement image into a template image that are transmitted in a predetermined data providing apparatus in which said identifier is issued to each of said template image and said advertisement image to associate with said images;

transmission image data generating means for generating transmission image data by adding said identifier to said provision image generated by inlaying said user image into said template image of said provision image based on said provision image data, and until said user image is detached from said template image for reuse displaying said user image in preference to said advertisement image; and

acquiring-side transmitting means for transmitting said transmission image data from said network to a predetermined destination through said data providing apparatus to update said advertisement image of said provision image used for generating said transmission image data based on said identifier.

--23. (Amended) A data providing system, comprising:  
a data providing apparatus, having:

issuing means for issuing an identifier to a  
predetermined template image;

storage means for storing said template image along with  
said identifier into a predetermined recording medium; and

providing-side transmitting means for transmitting said  
template image and said corresponding identifier via a  
network;

A data acquiring apparatus, having:

acquiring-side receiving means for receiving said  
template image and said identifier from said data providing  
apparatus via said network;

transmission image data generating means for generating  
transmission image data composed of a predetermined user image  
that is inlaid into said template image and said  
identification information; and

acquiring-side transmitting means for transmitting said  
transmission image data to a predetermined destination via  
said network; and

a data relay apparatus, having:

relay-side receiving means for receiving in a relay  
manner said transmission image data transmitted from said data  
acquiring apparatus to said predetermined destination via said  
network;

capturing means for extracting said identification  
information from said transmission image data and based on

said extracted identification information capturing said  
corresponding template image from said data providing  
apparatus; and

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encl.* relay-side transmitting means for adding said template  
image to said transmission image data to transmit said  
transmission data to said predetermined destination via said  
network.

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--25. (Amended) A data providing apparatus, comprising:  
issuing means for issuing an identifier to a  
predetermined template image;

storage means for storing said predetermined template  
image along with said identifier into a predetermined  
recording medium; and

*A11* providing-side transmitting means for transmitting said  
template image and said corresponding identifier via said  
network and, when transmission image data composed of a  
predetermined user image that is to be inlaid into said  
template image at a predetermined acquiring side and said  
identifier are relayed by a predetermined relay apparatus for  
transmission to a predetermined destination transmitting said  
corresponding template image requested by said data relay  
apparatus based on said identifier to said data relay  
apparatus.

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*A12* --27. (Amended) A data acquiring apparatus, comprising:  
acquiring-side receiving means for receiving from a

predetermined data providing apparatus for storing a predetermined template image and an identifier issued to said template image said template image and said identifier via a network;

transmission image data generating means for generating transmission image data composed of a predetermined user image to be inlaid into said template image and said identification information; and

acquiring-side transmitting means for transmitting said transmission image data by relaying from said network to a predetermined destination through a predetermined data relay apparatus that captures said corresponding template image from said data providing apparatus based on said identifier to add said captured template image to said transmission image data.

--29. (Amended) A data relay apparatus, comprising:

relay-side receiving means for receiving in a relaying manner transmission image data composed of a predetermined user image to be inlaid into a predetermined template image and identification information issued to said template image, said transmission image data being transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network;

capturing means for extracting said identification information from said transmission image data and based on said extracted identification information capturing said corresponding template image from a predetermined data

providing apparatus in which said template image and said corresponding identifier are stored; and

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relay-side transmitting means for adding said template image to said transmission image data and transmitting said resultant transmission image data to said predetermined destination via said network.

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--31. (Amended) A data providing method, comprising the steps of:

issuing an identifier to a predetermined template image; storing said predetermined template image along with said identifier into a predetermined recording medium; and

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transmitting said template image and said corresponding identifier via said network and, when transmission image data composed of a predetermined user image that is to be inlaid into said template image at a predetermined acquiring side and said identifier are relayed by a predetermined relay apparatus for transmission to a predetermined destination transmitting said corresponding template image requested by said data relay apparatus based on said identifier to said data relay apparatus.

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--33. (Amended) A data acquiring method, comprising the steps of:

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receiving from a predetermined data providing apparatus for storing a predetermined template image and an identifier issued to said template image said template image and said



identifier via a network;

generating transmission image data composed of a predetermine user image to be inlaid into said template image and said identification information; and

*A/S Cond.* transmitting said transmission image data by relaying from said network to a predetermined destination through a predetermined data relay apparatus which captures said corresponding template image from said data providing apparatus based on said identifier to add said captured template image to said transmission image data.

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--35. (Amended) A data relay method, comprising the steps of:

receiving in a relaying manner transmission image data including a predetermined user image to be inlaid into a predetermined template image and identification information issued to said template image, said transmission image data being transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network;

*A/S* extracting said identification information from said transmission image data and based on said extracted identification information capturing said corresponding template image from a predetermined data providing apparatus in which said template image and said corresponding identifier are stored; and

adding said template image to said transmission image data and transmitting said resultant transmission image data

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to said predetermined destination via said network.

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--37. (Amended) A data providing system, comprising:

a data providing apparatus, having:

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issuing means for issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said template image; and

providing-side transmitting means for transmitting said provision image data and said identifier corresponding to said provision image data via a network;

a data acquiring apparatus, having

acquiring-side receiving means for receiving said provision image data and said identifier from said network;

transmission image data generating means for generating transmission image data by manipulating said provision image by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said received identifier to said transmission image data and

transmitting said resulting transmission image data to a predetermined destination via said network; and

a fee-charge processing apparatus; having

fee-charge receiving means for receiving said

transmission image data added with said identifier being transmitted once every time said transmission image data added with said identifier are transmitted from said data acquiring apparatus to said predetermined destination via said network; and

fee-charge processing means for computing a template usage fee to be paid to a creator of said template image by counting a number of times said template image corresponding to said identifier added to said transmission image data has been used for displaying said advertisement image at said generation of said transmission image data.

--39. (Amended) A data providing apparatus, comprising: issuing means for issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said template image; and

providing-side transmitting means for transmitting along with said provision image data said identifier of said template image in order to count a number of times said

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template image of said provision image data has been used for product advertisement through said advertisement image via a network.

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--41. (Amended) A data acquiring apparatus, comprising:  
acquiring-side receiving means for receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier previously issued to said template image from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said identifier of said template image to said transmission image data in order to count a number of times said template image has been used for product advertisement through said advertisement image and transmitting said resultant transmission image data to a predetermined destination via said network.

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--43. (Amended) A fee-charge processing apparatus,

comprising:

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fee-charge receiving means for every time transmission image data generated by manipulating a provision image with an advertisement image inlaid into a template image by presenting said provision image displayed on predetermined display means and then inlaying a predetermined user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image is transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network once receiving said transmission image data added with said identifier being transmitted; and

fee-charge processing means for counting a number of times said template image corresponding to said identifier added to said transmission image data has been used for displaying said advertisement image at said generation of said transmission image data and computing a template usage fee to be paid to a creator of said template image in accordance with said number.

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--47. (Amended) A data providing method, comprising the steps of:

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issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

generating provision image data of a provision image with

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said advertisement image inlaid into said template image; and transmitting along with said provision image data said identifier of said template in order to count a number of times said template image of said provision image data has been used for product advertisement through said advertisement image via a network.

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--49. (Amended) A data acquiring method, comprising the steps of:

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receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier previously issued to said template image from a predetermined data providing apparatus via a network;

generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

adding said identifier of said template image to said transmission image data to count a number of times said template image has been used for product advertisement through said advertisement image and transmitting said resultant transmission image data to a predetermined destination via said network.

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--51. (Amended) A fee-charge processing method,  
comprising the steps of:

every time transmission image data generated by  
manipulating a provision image with an advertisement image  
inlaid into a template image by presenting said provision  
image displayed on predetermined display means and then  
inlaying a predetermined user image into said template image  
of said provision image as superimposed upon said  
advertisement image so that said user image is displayed in  
preference to said advertisement image is transmitted from a  
predetermined data acquiring apparatus to a predetermined  
destination via a network once receiving said transmission  
image data added with said identifier being transmitted; and  
counting a number of times said template image  
corresponding to said identifier added to said transmission  
image data has been used for displaying said advertisement  
image at the generation of said transmission image data and  
computing a template usage fee to be paid to a creator of said  
template image in accordance with said number.

--53. (Amended) A data providing system, comprising:  
a data providing apparatus, having:

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provision image data generating means for generating  
provision image data of a reusable provision image embedded  
with a program for executing predetermined processing in  
accordance with contents of a template image and an inlay

image by following a predetermined instruction given on said template image and said inlay image, said inlay image being inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image; and

*A24 Cont.* providing-side transmitting means for transmitting said provision image data via a network; and

a data acquiring apparatus, having:

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data of a transmission image for inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said inlay image and until said user image is detached for reuse from said template image displaying said user image in preference to said inlay image and activating said program by following said instruction given on said user image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

--57. (Amended) A data providing apparatus, comprising:

*A25* provision image data generating means for generating provision image data of a reusable provision image embedded with a program for executing predetermined processing in



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accordance with contents of a template image and an inlay image by following an instruction given on said template image and said inlay image which is inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image, said provision image data providing transmission image for activating said program in accordance with said instruction given on said user image that is displayed in preference to said inlay image until said user image is detached from said template image, said user image being inlaid into said template image by a predetermined data acquiring apparatus as superimposed upon said inlay image; and providing-side transmitting means for transmitting said provision image data to said data acquiring apparatus via said network.

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--61. (Amended) A data acquiring apparatus, comprising: acquiring-side receiving means for receiving from a predetermined data providing apparatus via a network provision image data of a reusable provision image embedded with a program for inlaying an inlay image into a predetermined template image and, in accordance with an instruction given on said template image and said inlay image executing predetermined processing in accordance with contents of said template image and said inlay image;

transmission image data generating means for generating transmission image data of a transmission image for inlaying said user image into said template image of said provision